

1997-98 SESSION
COMMITTEE HEARING
RECORDS

Committee Name:

Joint Committee on
Finance (JC-Fi)

Sample:

Record of Comm. Proceedings ... RCP

- 05hrAC-EdR_RCP_pt01a
- 05hrAC-EdR_RCP_pt01b
- 05hrAC-EdR_RCP_pt02

➤ Appointments ... Appt

➤ **

➤ Clearinghouse Rules ... CRule

➤ **

➤ Committee Hearings ... CH

➤ **

➤ Committee Reports ... CR

➤ **

➤ Executive Sessions ... ES

➤ **

➤ Hearing Records ... HR

➤ **

➤ Miscellaneous ... Misc

➤ 97hrJC-Fi_Misc_pt112_LFB

➤ Record of Comm. Proceedings ... RCP

➤ **

Tourism

(LFB Budget Summary Document: Page 578)

LFB Summary Items for Which Issue Papers Have Been Prepared

<u>Item #</u>	<u>Title</u>
2	Sponsorship of Tourism Publications (Paper #800)
3	Rent Increases (Paper #801)
4	Heritage Tourism Grants (Paper #802)
5	Travel Information Centers -- LTE Funding (Paper #803)
6	Licensing State Symbols, Surplus Property and County Associations (Paper #804)
7	Milwaukee Symphony Radio Show (Paper #805)

To: Joint Committee on Finance

From: Bob Lang, Director
Legislative Fiscal Bureau

ISSUE

Sponsorship of Tourism Publications (Tourism)

[LFB Summary: Page 578, #2]

CURRENT LAW

The Department of Tourism, under its general authority to promote the state's tourism industry, develops and distribute brochures and publication on the state's scenic, historic, cultural and recreational attractions. Funding for the publications is provided from the Department's tourism marketing appropriation (base funding of \$7,741,000).

GOVERNOR

Provide \$200,000 PR annually for tourism promotions. Anticipated revenues would be provided from sponsors of Department publications and deposited to the Department's existing tourism promotion program revenue appropriation.

DISCUSSION POINTS

1. The Department of Tourism manages the state's seasonal tourism marketing campaigns which utilize television, radio, print and other forms of advertisement to encourage vacationing in Wisconsin. The Department also produces several informational publications (for example state bike trail maps and guides) and destination packages containing brochures, maps and publications about a certain area of the state which are sent to respondents to the state's tourism advertisements and distributed at state travel information centers.

2. 1995 Act 27 required each executive branch agency to submit a report to the Secretary of DOA describing the documents and other materials published by an agency. Further, the Act required that the report specify the appropriateness and feasibility of securing sponsorship of agency documents or mailings and identify particular types of sponsorships. The DOA Secretary was required to examine the agency reports and submit a report to the Legislature concerning any legislative proposals that may be required concerning the sponsorships of state publications.

3. The Department of Tourism, in meeting the Act 27 requirement, indicated that it had attempted advertisement in the past but that private publications did not like the state involved in seeking advertisements from potential advertisers for their publications. Further, selling advertising could put the Department in a situation whereby the Department advertises for one business (for example, local restaurants or entertainment facilities) over another in their publications or brochures which could provide that business a competitive edge in attracting tourists.

4. However, the Department did indicate there could be potential to solicit corporate or other sponsors to underwrite the costs of producing and distributing the Department's brochures and/or publications. For example, these publications or brochures might not contain advertisements but could read "this publication or information is brought to you by XYZ company." In a similar vein, DNR offsets a portion of the cost of printing certain hunting and fishing regulation pamphlets with support from various conservation groups and, in turn displays the group's name and symbol on the publication (such as the Wisconsin Wildlife Federation, Whitetails Unlimited and Wisconsin Bow Hunters Assn.).

5. One concern raised by the DOA Secretary in his report to the Legislature dated August 22, 1996, was that despite disclaimers that could be placed on the advertisement or sponsorship, the relationship between the advertiser and the state agency could be viewed as product endorsement and problems could be encountered if the public holds the agency accountable for some action taken by an advertiser.

6. The Secretary also noted that advertising for a company's products carries with it an implication of an endorsement of that company's product and that the product or service is of the highest quality. Further he noted that it may be necessary to establish standards for state agencies in choosing "appropriate" sponsorship of publications to provide the public with any guarantee of quality. In addition, some would argue that any advertisements would be inappropriate in that they would distract from the true meaning and purpose for which the publications are intended, such as to provide a service or educate the public.

7. In addition, determining what type of products should be advertised or who may provide sponsorships could cause some concerns. Some advertisers or sponsors may be deemed "inappropriate" by some as a matter of public decorum and not be allowed to advertise.

8. Further, it should be noted that the bill does not contain statutory language to allow Tourism to sell advertising in, or solicit sponsorships of, Department publications. It is argued that Tourism can conduct these activities under their general authority. Therefore, if the Committee does not want the Department to conduct these activities, the Committee could specifically prohibit the Department from doing so.

Funding

9. The bill estimates that the Department of Tourism could generate \$200,000 annually in sponsorship of its publication or brochures. However, the Department indicates that it is unlikely \$200,000 in sponsorship revenues could be generated during the first two years of the program. The Department indicates that approximately half that amount (\$100,000 annually) would be a more reasonable estimate.

10. Currently, Tourism pays for the costs of their publications and brochures from its general tourism promotion GPR appropriation. If the Committee determined that Tourism should be allowed to generate revenues by selling advertising or sponsorship for its publications, the Committee could: (a) allow the revenues to be used to increase the agency's tourism marketing efforts; or (b) make an equivalent reduction in the GPR funding for tourism promotion.

ALTERNATIVES TO BILL

1. Approve the Governor's recommendation, as reestimated, to provide \$100,000 PR annually for tourism promotions (revenues would be provided from sponsors of Department publications and deposited to the Department's tourism promotion PR appropriation).

<u>Alternative 1</u>	<u>PR</u>
1997-99 FUNDING (Change to Bill)	- \$200,000

2. Approve the Governor's recommendation, as reestimated, to provide \$100,000 PR annually for tourism promotions. Further, make a corresponding decrease in GPR funding for tourism promotion.

<u>Alternative 2</u>	<u>GPR</u>	<u>PR</u>	<u>TOTAL</u>
1997-99 FUNDING (Change to Bill)	- \$200,000	- \$200,000	- \$400,000

3. Prohibit the Department from: (a) placing advertising in; or (b) selling sponsorship credits for, Department publications.

<u>Alternative 3</u>	<u>PR</u>
1997-99 FUNDING (Change to Bill)	- \$400,000

4. Maintain current law.

<u>Alternative 4</u>	<u>PR</u>
1997-99 FUNDING (Change to Bill)	- \$400,000

Prepared by: Al Runde

MO# AK#1 800

JENSEN	X	N	A
OURADA	X	N	A
HARSDORF	X	N	A
ALBERS	X	N	A
GARD	X	N	A
KAUFERT	Y	X	A
LINTON	X	N	A
COGGS	Y	X	A

BURKE	Y	X	A
DECKER	Y	X	A
GEORGE	Y	N	A
2JAUCH	X	N	A
WINEKE	X	N	A
SHIBILSKI	X	N	A
COWLES	Y	X	A
PANZER	X	N	A

AYE 10 NO 5 ABS 1

TOURISM

Sponsorship of Tourism Publications [Paper #800]

Motion:

Move to direct DOA to adopt standards on how state agencies choose sponsorship of publications.

MO# 530

JENSEN	<input checked="" type="checkbox"/>	N	A
OURADA	<input checked="" type="checkbox"/>	N	A
HARSDORF	<input checked="" type="checkbox"/>	N	A
ALBERS	<input checked="" type="checkbox"/>	N	A
GARD	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	A
1 KAUFERT	<input checked="" type="checkbox"/>	N	A
2 LINTON	<input checked="" type="checkbox"/>	N	A
COGGS	<input checked="" type="checkbox"/>	N	A

BURKE	<input checked="" type="checkbox"/>	N	A
DECKER	<input checked="" type="checkbox"/>	N	A
GEORGE	<input checked="" type="checkbox"/>	N	<input checked="" type="checkbox"/>
JAUCH	<input checked="" type="checkbox"/>	N	A
WINEKE	<input checked="" type="checkbox"/>	N	A
SHIBILSKI	<input checked="" type="checkbox"/>	N	A
COWLES	<input checked="" type="checkbox"/>	N	A
PANZER	<input checked="" type="checkbox"/>	N	A

AYE 14 NO 1 ABS 1

To: Joint Committee on Finance

From: Bob Lang, Director
Legislative Fiscal Bureau

ISSUE

Rent Increases (Tourism)

[LFB Summary: Page 578, #3]

CURRENT LAW

The Department of Tourism is provided \$119,800 GPR in base funding for rent costs.

GOVERNOR

Provide \$131,000 GPR in 1997-98 and \$174,600 GPR in 1998-99 to fund an increase in rent associated with the Department's relocation into the newly-constructed WHEDA building expected to be completed by July, 1997.

DISCUSSION POINTS

1. The Department currently pays annual rents of \$119,800 for 8,260 square feet (\$14.50/square foot average between two sites). Annual rent costs in the new building are estimated at \$279,000 for approximately 13,000 square feet (\$21.46/square foot.). Approximately 1,750 square feet (\$37,500 annually) in the WHEDA building would be associated with common areas for which the Department would be required to pay. This represents a 57% increase in the square footage rented (36% excluding common areas) and a 48% increase in the rental rates paid by the Department of Tourism.

2. The Department currently rents space at two sites: 6,160 square feet in the Lorraine office building on West Washington Avenue and 2,100 square feet of office space on State Street in Madison.

3. On February 22, 1996, the State Building Commission, approved a 20-year lease agreement for approximately 88,900 square feet for the Departments of Tourism and Commerce. The lease agreement authorized annual lease costs not to exceed \$1,954,750 (or \$22 per square foot for the maximum authorized square footage). The final base lease rate was not to exceed \$16.50 per square foot, excluding a per square foot rate for operating expenses based on each agency's share of the building's actual operating expenses (estimated at approximately \$6.00 per square foot). The lease agreement also contains an option to purchase the property at a price that will allow WHEDA to recover its investment in the property. In the materials submitted to the Building Commission with the lease approval request, no funding was identified to cover Tourism's increased rent costs.

4. Under DOA's 1997-99 budget instructions, agencies were required to identify areas that would produce 96.5% of base funding for certain appropriations. As part of its budget submission, Tourism identified a reduction of \$98,900 GPR annually in staff travel, training and out-of-state recruitment. This reduction would have come from the Department's \$3.9 million annual base funding appropriation for general operations. The Governor's budget does not include this \$98,900 GPR reduction nor, unlike some other agencies, does the Governor recommend any reduction in the Department's base budget. If this amount were applied to the increased rent, the amount provided in SB 77 for this purpose could be reduced to \$32,100 GPR in 1997-98 and \$75,700 in 1998-99.

5. Alternatively, the Committee could direct that the entire rent increase be funded from the agency's base funding level.

ALTERNATIVES TO BILL

1. Approve the Governor's recommendation to provide \$131,000 in 1997-98 and 174,600 in 1998-99 to fund an increase in rent costs associated with the Department's relocation into the newly-constructed WHEDA building.

2. Reduce the Governor's recommendation by \$98,900 GPR annually and fund a portion of the increased rent from a reduction in the agencies' budget for travel and training.

<u>Alternative 2</u>	<u>GPR</u>
1997-99 FUNDING (Change to Bill)	- \$197,800

3. Maintain current law (increased rent would be provided from base funding).

<u>Alternative 3</u>	<u>GPR</u>
1997-99 FUNDING (Change to Bill)	- \$305,600

Prepared by: Al Runde

MO# Alt#2

JENSEN	Y	N	A
OURADA	Y	N	A
HARSDORF	Y	N	A
2 ALBERS	Y	N	A
GARD	Y	N	A
KAUFERT	Y	N	A
LINTON	Y	N	A
COGGS	Y	N	A

BURKE	Y	N	A
DECKER	Y	N	A
GEORGE	Y	N	A
JAUCH	Y	N	A
WINEKE	Y	N	A
SHIBILSKI	Y	N	A
COWLES	Y	N	A
PANZER	Y	N	A

AYE 10 NO 5 ABS 1

To: Joint Committee on Finance

From: Bob Lang, Director
Legislative Fiscal Bureau

ISSUE

Heritage Tourism Grants (Tourism)

[LFB Summary: Page 579, #4]

CURRENT LAW

The Department of Tourism is provided \$134,200 GPR annually in base level funding and 1.0 tourism consultant project position to administer the heritage tourism grant program.

GOVERNOR

Provide \$43,900 GPR and 1.0 GPR position in 1998-99 for the conversion of the heritage tourism grant program administrator position from project to permanent status. Further, repeal the separate heritage tourism grant program appropriation and allow the grants to be made from the Department's general operations appropriation.

DISCUSSION POINTS

Background

1. 1989 Act 237 authorized a three-year, heritage tourism pilot program to increase the importance of history and culture to Wisconsin residents and visitors. The grant program was extended in the 1993-95 budget and the grant program's project position was extended as a four-year position (expires at the end of 1997-98).

2. Four historic sites were chosen in 1990: (a) the ethnic settlement area from Green Bay to Kenosha; (b) the Fox-Wisconsin Rivers Heritage Corridor from Green Bay to Prairie du Chien; (b) the Spring Green area and, in particular, Taliesin--the Frank Lloyd Wright property; and (d) the Lac du Flambeau Chippewa reservation area.

3. In addition, the Department may select, upon application, no more than two areas in a fiscal biennium to participate in the heritage tourism grant program. Under these provisions, four additional sites have been selected for funding: (a) the southwest Wisconsin (Grant, Iowa and Lafayette Counties) point of beginnings project; (b) the Iron County rooted in resources project; (c) the timber trails of the Chippewa Valley project (includes Eau Claire, Chippewa Falls and Menomonie); and (d) from pineries to present project (Shawano and Menomonie Counties).

4. The Department may not award more than one grant per fiscal year to an applicant and may not award grants to an applicant for more than two fiscal years. Grants awarded to any applicant may not exceed \$25,000 in the first year or \$15,000 in the second year. Grants may be award provided the applicant: (a) contributes an equal amount of matching cash funds from a nonstate source; and (b) uses the proceeds of the grant and the matching funds only to promote heritage tourism within the local program area. Tourism continues to promote and market the selected sites through publications and brochures after their two years of grant funding has been provided.

Staffing

5. In addition to administering the grant program, the project position organizes an annual conference (approximately 200 attendees) to stimulate interest in heritage tourism development and preservation. The position also manages the Wisconsin heritage directional sign program. Established in 1994, the program is designed to inform travelers in Wisconsin about the location of important public and non-profit heritage related sites. As of late 1996, approximately 135 sites were participating in the program.

6. The statutes refer to the heritage tourism grant program as a pilot (temporary) program. Further, the 1993-95 budget as passed by the Legislature would have sunset the program on June 30, 1995. However, the sunset provisions were vetoed by the Governor. It could be argued that if the Committee provides a permanent position to administer the program, the program's status would also be permanent. If the Committee does not want to extend the program to permanent status, the Governor's recommendation as well as the heritage tourism grant program could be deleted.

7. If the project position is not converted to permanent, the program would continue to have grant funding, but no funding for staff to administer the program. The Department would have to reallocate existing staff to administer the program.

8. Local officials indicate that the heritage tourism program has resulted in additional visitors to the heritage tourism sites and has had a positive economic impact on the counties where the sites are located.

9. The Department indicates that the heritage tourism program efforts are one of its most popular and fastest growing programs. In addition, market research data indicates that nearly half of the recent visitors to the state visited some type of historic site or museum facility. Further, the U.S. Travel Data Center Survey indicates that visiting historic sites/museums is the third most popular vacation activity behind shopping and outdoor recreation.

Consolidating Appropriations

10. The bill repeals the separate heritage tourism grant program appropriation and allows the grants to be made from the Department's general operations appropriation. While the Department indicates that heritage tourism grants would continue to be made, repealing the separate appropriation from which the grants are made could allow the Department to spend the funds on other program efforts. That is, the funding for the heritage tourism program could be reallocated for other purposes without legislative oversight. If the Committee determines that the heritage tourism program should be continued, retaining a separate appropriation would ensure that the funding continue to be used for heritage tourism.

ALTERNATIVES TO BILL

1. Approve the Governor's recommendation to provide \$43,900 GPR and 1.0 position in 1998-99 for the conversion of the heritage tourism grant program administrator position from project to permanent.

2. Delete the Department's authority and funding for the heritage tourism grant program.

<u>Alternative 2</u>	<u>GPR</u>
1997-99 FUNDING (Change to Bill)	- \$278,100
1998-99 POSITIONS (Change to Bill)	- 1.00

3. Maintain current law (the Department would have to reallocate existing staff to administer the program beginning in 1998-99).

<u>Alternative 3</u>	<u>GPR</u>
1997-99 FUNDING (Change to Bill)	- \$43,900
1998-99 POSITIONS (Change to Bill)	- 1.00

B. Heritage Tourism Appropriation

1. Approve the Governor's recommendation to repeal the separate heritage tourism grant program appropriation and allow the grants to be made from the Department's general operations appropriation.

2. Maintain a separate appropriation and delete statutory references to heritage tourism as a "pilot" program. This could clarify that heritage tourism is an ongoing program.

3. Maintain current law (grant program efforts would continue to be funded from a separate appropriation).

Prepared by: Al Runde

MO# 14 #1432 #802

2 JENSEN	<input checked="" type="checkbox"/>	N	A
OURADA	<input checked="" type="checkbox"/>	N	A
HARSDORF	<input checked="" type="checkbox"/>	N	A
ALBERS	<input checked="" type="checkbox"/>	N	A
GARD	<input checked="" type="checkbox"/>	N	A
KAUFERT	<input checked="" type="checkbox"/>	N	A
LINTON	<input checked="" type="checkbox"/>	N	A
COGGS	<input checked="" type="checkbox"/>	N	A
1 BURKE	<input checked="" type="checkbox"/>	N	A
DECKER	<input checked="" type="checkbox"/>	N	A
GEORGE	<input checked="" type="checkbox"/>	N	<input checked="" type="checkbox"/>
JAUCH	<input checked="" type="checkbox"/>	N	A
WINEKE	<input checked="" type="checkbox"/>	N	A
SHIBILSKI	<input checked="" type="checkbox"/>	N	A
COWLES	<input checked="" type="checkbox"/>	N	A
PANZER	<input checked="" type="checkbox"/>	N	A
AYE	<u>15</u>	NO	<u>0</u>
ABS	<u>1</u>		

To: Joint Committee on Finance

From: Bob Lang, Director
Legislative Fiscal Bureau

ISSUE

Travel Information Centers -- LTE Funding (Tourism and DNR -- Forests and Parks)

[LFB Summary: Page 579, #5, and Page 403, #16]

CURRENT LAW

The Department of Tourism operates eleven tourist information centers which offer highway and urban travellers a source of information on tourism in Wisconsin. These centers are located in Beloit, Genoa City, Hudson, Hurley, Kenosha, LaCrosse, Prairie du Chien, Grant County (on Highway 151 near the Iowa border), Superior, Madison, and Chicago.

Four tourist centers (Genoa City, Prairie du Chien, Grant County and Superior) are open on a seasonal basis and managed by half-time staff. The other seven centers are open year-round and are managed by one to three full-time staff. In addition, part-time and limited-term employee staff serve as support during peak seasons. In 1995-96, staff costs associated with the tourist information centers were approximately \$1.4 million GPR, including \$166,200 for LTEs.

GOVERNOR

Provide \$25,500 SEG in 1998-99 from the forestry account of the conservation fund for LTE wage increases for support staff in Tourism's travel information centers.

DISCUSSION POINTS

1. The current hourly rate for LTEs at Tourism's travel information centers is \$5.25. The requested increase in base funding for LTE wages at the centers would provide a wage increase of \$0.75 per hour, to \$6.00 per hour.

2. The Department argues that it is having difficulty recruiting dependable LTEs at the current hourly wage. They indicate that this problem is more acute in and around urban areas where there are more opportunities for part-time employment. They also assert that other service industries have increased their starting wages and benefits as a result of the tight labor market in the state.

3. It could be argued that utilizing some funding from the forestry account for tourist information centers is legitimate given the number of tourists that visit the state to recreate in the forests of the state (including camping, hiking, biking and a growing eco-tourism market). Providing funding from the forestry account would thus acknowledge the influence of forestry-related tourism in attracting visitors to the state.

4. Conversely, a wide variety of tourist opportunities exist in the state, including historical sites, cultural events, recreational and sporting events, and gambling. Further, no other component of outdoor tourism for which a segregated funding source has been created (such as fishing, hunting, wildlife viewing, parks, boating and snowmobiling) contributes to the funding of the tourist information centers. Also, no other segregated or program revenue source has been used to fund the centers. Therefore, it could be argued that singling out the forestry account is not appropriate.

5. It could be argued that the promotion of tourism is considered a statewide benefit and not attributable to any one particular segment of the population or funding source. Therefore, the Committee could consider: (a) providing \$25,500 in additional GPR funding to fund the LTE wage increase; or (b) requiring the Department to fund the increase from its base GPR funding for general operations (\$3.9 million annually).

ALTERNATIVES TO BILL

1. Approve the Governor's recommendation to provide \$25,500 in 1998-99 from the forestry account of the conservation fund for LTE wage increases for support staff in Tourism's travel information centers.

2.

Provide \$25,500 GPR in 1998-99 for LTE wage increases.

<u>Alternative 2</u>	<u>GPR</u>	<u>SEG</u>	<u>TOTAL</u>
1997-99 FUNDING (Change to Bill)	\$25,500	- \$25,500	\$0

3. Maintain current law. (Tourism would fund any LTE increases out of the Department's base.)

<u>Alternative 3</u>	<u>SEG</u>
1997-99 FUNDING (Change to Bill)	- \$25,500

Prepared by: Russ Kava and Al Runde

MO# AH*2 #803

JENSEN	Y	N	A
OURADA	Y	N	A
HARSDORF	Y	N	A
ALBERS	Y	N	A
GARD	Y	N	A
KAUFERT	Y	N	A
LINTON	Y	N	A
COGGS	Y	N	A

BURKE	Y	N	A
DECKER	Y	N	A
GEORGE	Y	N	A
JAUCH	Y	N	A
WINEKE	Y	N	A
SHIBILSKI	Y	N	A
COWLES	Y	N	A
PANZER	Y	N	A

AYE 10 NO 4 ABS 2

To: Joint Committee on Finance

From: Bob Lang, Director
Legislative Fiscal Bureau

ISSUE

Licensing State Symbols, Surplus Property and County Associations Grants (Tourism)

[LFB Summary: Page 579, #6]

CURRENT LAW

The Department of Tourism, under its general authority, promotes tourism and travel in the state.

GOVERNOR

Provide \$120,200 PR in 1997-98 and \$132,500 PR in 1998-99 and 3.0 PR positions to administer a state symbols and surplus property program and provide grants for international trade, business and economic development to statewide organizations representing counties (the Wisconsin Counties Association) as follows:

Licensing State Symbols. Provide the Department with exclusive rights and authority to license the commercial use of any state symbol or representation designed by the state or that is affixed to state property for the purpose of manufacturing or marketing such merchandise. No person could use any state symbol or representation for commercial purposes for which the Department has exclusive rights or authority without being licensed by the Department. The Department would not have exclusive rights or authority over the commercial use of the following symbols or representations:

- (a) those for which the state does not possess rights or authority;
- (b) those relating to the University of Wisconsin System;

- (c) the state coat of arms, state flag, state song, state dance and other statutorily designated state symbols;
- (d) those relating to the State Historical Society;
- (e) uniform labels or trademarks adopted by the Department of Agriculture, Trade and Consumer Protection for brands of Wisconsin products;
- (f) those relating to the state lottery; and
- (g) prison products containing the words "convict-made".

The Department would have the authority to do the following relating to state symbols or representations for which it has exclusive rights: (a) market or sell any article of merchandise on which the symbol or representation is affixed; (b) license persons to use the symbol or representations for commercial purposes; and (c) contract for the manufacturing or marketing of merchandise on which the symbol or representation is affixed.

The Department would be required to enter into a contract with one or more statewide counties organizations to market or sell merchandise on which is affixed a symbol or representation for which the Department has exclusive rights. The Department would promulgate rules to administer its authority, including the establishing of license fees. The rules would be required to be submitted to the Legislative Council staff no later than the first day of the sixth month beginning after the effective date of the bill.

Sale of Surplus State Equipment. Provide the Department of Tourism authority to request excess or surplus state personal property (supplies, materials, and equipment) from the Department of Transportation (DOT) and any state agency through the Department of Administration (DOA) at no cost and sell the property at a price determined by the Department of Tourism. Under current law, agencies receiving surplus or excess equipment from another agency or from federal resources are required to pay some amount for that property. The Department of Tourism would be required to enter into a contract with a statewide counties organization to sell property acquired as surplus.

Grant Program. Provide grants to statewide organizations representing counties to promote international trade, business and economic development in the state. Organizations receiving grants would be limited to those that: (a) are a statewide organization created for the purpose of protecting county interests and promoting better county government; (b) have promoted international trade, business and economic development prior to the effective date of the bill; (c) enter into a written agreement with Tourism that specifies the conditions for use of the grants, including reporting and auditing; and (d) agree to submit a written report to the Department detailing how the grant proceeds were used within six month of spending the full amount of the grant.

Grants to the counties association would be funded from the following revenues: (a) one-fourth of the revenues received from the sale, marketing, or the licensing of those who sell or market, merchandise on which is affixed a state symbols or representations or the sale of surplus

state personal property; or (b) one-half of the revenues received from statewide county organizations that contract with the Department to sell or market merchandise with state symbols or surplus state equipment. The remainder of revenues would be used for program administration and general tourism promotion.

DISCUSSION POINTS

Licensing State Symbols

1. The Department would be required to contract with a statewide counties organization and could license vendors for the distribution and sale of products containing a symbol for which the Department would have exclusive rights. The provision was not included in Tourism's budget request to the Governor, therefore, the Department indicates that it is in the process of determining how each of the program's components would be administered.

2. 1995 SB 568 would have created a program in the Department of Commerce similar to the program recommended in the bill. That legislation caused concern from state agencies and others as to what types of state symbols Commerce would have been authorized to license and amendments were added to the bill to exclude certain state agencies' symbols from the program. As a result, the Governor's recommendation excludes Tourism from licensing those symbols. However, SB 77 would likely provide Tourism with exclusive rights over symbols or representations of other state agencies, organizations or associations, that may, similarly, like to retain the rights to their symbols. For example, under the bill, Tourism could have exclusive rights to the Department of Natural Resources (DNR) state agency symbol and could require DNR to pay a license fee to use that symbol on merchandise (shirts, caps and other items that may display DNR's emblem) sold at DNR customer service centers. However, it is unclear whether Tourism could license state symbols that are already in the public domain.

If there is concern about allowing Tourism the authority to license agency symbols, Tourism could be prohibited from having exclusive rights to any symbols designed by another state agency, institution or other entity that receives state funding unless the entity agrees to provide Tourism that authority.

3. Tourism is uncertain as to the symbols over which it would have license or exclusive rights. However, Tourism officials indicate that the state symbols component of the program could involve the Department creating items that symbolically represent or promote Wisconsin. For example, they indicate that Wisconsin shaped lapel pins, items containing newly-created promotional slogans or allowable replicas of the state seal could be sold to generate revenues for the grant program to the counties association and to support state tourism promotion.

4. It should be noted that the Sesquicentennial Commission also has authority to develop a sesquicentennial seal and license vendors to sell shirts, caps, coffee mugs, lapel pins

and other items that may be marketable during the state's sesquicentennial year. Commission officials indicate that they anticipate contracting with a vendor to produce, and distribute for sale, their merchandise line by the end of May, 1997. The Commission believes that the merchandise line could have significant revenue potential.

Revenues received from the sale of these sesquicentennial items would be used to promote sesquicentennial events and to provide grants to individuals, organizations and communities interested in creating their own events. Commission officials express concern that allowing Tourism to essentially conduct the same activities could reduce the revenues associated with the sale of their items. Tourism officials indicate that they are sensitive to the fact that the Sesquicentennial Commission is planning to develop a merchandise line and would not conduct activities that would compete with the Commission's merchandising activities.

Surplus Property Program

5. DOA administers the current program that sets out policies and procedures for disposing of state surplus property. The program describes surplus property which generally includes program equipment such as computers, office furniture and motor vehicles. Specifically, surplus property, as defined by DOA rule, is: (a) anything that does not meet program needs because it does not function, is technologically obsolete, or is otherwise no longer useful to the program; (b) property that is due to be replaced because it is beyond the agency's replacement schedule and meets DOA's replacement criteria; and (c) property that is not needed in the foreseeable future to meet program responsibilities.

Agencies are required to obtain DOA authorization before disposing of property that had an original purchase price of over \$10,000 or a current market value of over \$10,000, unless that property is being transferred among agencies. Agencies can dispose of surplus property in the following ways: (a) transfer or sale to another state agency; (b) sale to a municipality; (c) sale to the public through competitive bid, public auction, negotiated sale or fixed price offer; (d) trade-in for replacement equipment; and (e) through salvage sale, scrap or destruction.

6. Further, the statutes allow the State Historical Society the opportunity to inspect and obtain surplus property from agencies if the property is of historical or symbolic significance to the state (such as items that are representative of an agencies past activities or that pertain to a broader state and local history). The Society has used this authority on 10 occasions to claim 51 items of historical significance since the authority was provided in 1992.

7. DOA's surplus property program has approximately \$4.4 million in motor vehicle sales each year, of which approximately \$4.1 million is returned to agencies either directly or through reduced rates on DOA fleet vehicles. DOA indicates that if Tourism were allowed to request surplus vehicles, they would have to charge higher fees to those state agencies that use the DOA fleet.

In addition, DOA sells approximately \$100,000 in other equipment each year through public auction, of which approximately \$85,000 is returned to agencies to defray future program costs. To the extent that Tourism requests surplus items from state agencies that would otherwise be sold, agencies would no longer receive these amounts.

DOA officials generally encourage agencies to dispose of property through public auction or competitive sales because agencies are likely to receive a higher price for their property. For example, DOA officials estimate that by selling a motor vehicle through public sale agencies receive approximately \$1,000 more than would be received through trade-in. DOA expresses concern that allowing Tourism to request property that has been declared surplus could result in agencies using the trade-in option in order to avoid declaring the property as surplus, which would reduce the revenues that the state would receive for its property. DOA estimates that disposing of vehicles currently sold through trade-in versus public sale would result in an approximately \$1.0 million loss in revenues.

8. The University of Wisconsin's Solid Waste Alternative Program (SWAP) is one of the primary ways Madison area agencies dispose of items that are of lesser value than motor vehicles (for example, chairs, computers and other office equipment). The SWAP program operates a surplus store at which surplus state property is sold. UW officials indicate that disposing of such items is time consuming for agencies, therefore, most agencies use the SWAP program to dispose of their office items. The SWAP program provides a service and clears storage space in state buildings.

UW officials indicate that the SWAP program could be impacted by the proposed changes to the state's surplus property program. UW took over the SWAP program ten years ago at which time the program was running a deficit. In 1996-97, the SWAP program will generate approximately \$451,000 in total revenue, of which approximately \$200,000 will be returned to agencies after paying staff, rent and other costs. The UW indicates that allowing Tourism to request surplus items at no cost would likely put the surplus store out of business and end the SWAP program. As a result, UW officials indicate that agencies may have to dispose of their own property or use DOA or Tourism.

9. Tourism officials indicate that the agency has not determined how to administer the program or the size of the surplus property program to be administered. However, to generate the revenue needed to provide grants under the proposed program, the program would likely have to be larger than the UW SWAP program, unless the program would deal in only high "mark-up" items. Further, the Department has not determined how it would collect, store and distribute the property. The bill, however, would require that some of these activities be conducted by a statewide counties association.

10. The Department of Tourism would likely incur staff, storage and sale floor space rent costs that may be greater than the \$120,200 in 1997-98 and \$132,500 in 1998-99 and 3.0 positions provided in the bill. For example, the SWAP program is currently staffed with the

equivalent of five full-time positions (including LTEs and student workers) at a cost of \$175,300 annually, with an additional \$70,900 in rent and supplies costs. Further, the staff provided Tourism would also be used to administer the licensing of state symbols and the grant program portions of the Governor's recommendation.

11. While the provisions in the bill would allow Tourism to request any surplus state or federal property, the DOA Budget Office indicates that the intent of the Governor's recommendation was that Tourism be allowed to request only low-cost property that may have some symbolic significance or, in some way, signifies the item is from Wisconsin. For example, DOA and Tourism suggests that the doorknob plates in the State Capitol with the inscription "State of Wisconsin" or DOT road signs that point out significant Wisconsin sites (such as exit "Lombardi Avenue") could be sold under the program. If this is to be the scope of the program, the bill would need to be amended to indicate this intent.

One alternative to the current provisions in the bill would be to allow Tourism to request any state surplus property (after the State Historical Society) at no cost if the request is agreed upon by the agency from which the property is requested. However, if the bill were modified to narrow the scope of surplus property available to Tourism, it is unclear how much revenue could be generated for the grant program. Further, concerns related to storage and sales floor space and costs and the method of distribution would continue.

Grants to Wisconsin Counties Association

12. The bill would provide \$120,200 in 1997-98 and \$132,500 in 1998-99 and 3.0 positions to administer the state symbols, surplus property and grant administration portion of the program. However, the funding levels provided in the bill are not an estimate of revenues, but rather represent the funding necessary to cover the staff and other costs of the program. Because the Department is not certain how the program would be administered, the level of revenues that could be generated from the program's activities is unknown. However, some level of staffing would likely be necessary to establish the program and generate revenues. Therefore, the Committee could provide \$33,700 in 1997-98 and \$44,200 in 1998-99 with 1.0 position to establish and administer the program. If the level of revenues generated under the program are greater than anticipated, Tourism could seek additional resources under the s. 16.505/515 process (14-day passive review) or through subsequent legislation.

13. No funding for grants is provided under the bill. However, the bill does create two grant appropriations that would receive the monies associated with the licensing of state symbols and sale of surplus property.

While the bill does not specifically identify the Wisconsin Counties Association, under the criteria, this group would likely be the only recipient of grants. The grants would be used to fund international trade, business and economic development (ITBECs) organizations that are

established to promote a regional effort to increase exports of state products and tourism to the state.

14. The Counties Association has previously received similar grant funds from the Department of Commerce and the Wisconsin Housing and Economic Development Authority (WHEDA). Using \$250,000 in grant funds from the Department of Commerce authorized on a one-time basis in 1993 Act 437, the Counties Association created ITBEC regions in north central and west central Wisconsin. In addition, funding was used to support another ITBEC region in northwest Wisconsin, which was created in 1992 from a \$200,000 grant from WHEDA.

15. Several state agencies are conducting promotional activities to increase exports of state products and tourism to the state: (a) Commerce's international trade program activities; (b) the Department of Agriculture, Trade and Consumer Protection's center for international agribusiness marketing; (c) the Tourism's tourism promotion activities; and (d) DNR's parks, trails and other outdoor recreational publications.

Some concerns have been raised about the necessity of funding grants to ITBECs or county organizations to conduct activities that are currently being conducted at the state level. The Legislative Audit Bureau (LAB) in a January, 1997, report on ITBECs, indicated the potential for programmatic overlap at the state and county level. LAB indicated that if funding is provided for ITBECs, their activities should be coordinated with those being conducted at the state level.

ALTERNATIVES TO BILL

1. Approve the Governor's recommendation to provide Tourism: (a) with exclusive rights and authority to license the commercial use of any state symbol or representation designed by the state or that is affixed to state property for the purpose of manufacturing or marketing such merchandise; (b) the authority to request excess or surplus state and federal personal property (supplies, materials, and equipment) from the Department of Transportation and any state agency through the Department of Administration at no cost and sell the property at a price determined by the Department of Tourism; (c) specify that Tourism use one-fourth of revenues from sales of these items by Tourism and one-half of revenue from sales by counties on contract to make grants to the Wisconsin Counties Association for ITBECs; and (d) provide \$120,200 in 1997-98 and \$132,500 in 1998-99 and 3.0 positions to administer a state symbols and surplus property program and provide grants for international trade, business and economic development to the Wisconsin Counties Association.

2. Do one or more of the following;

a. Provide Tourism with exclusive rights and authority to license the commercial use of any state symbol or representation designed by the state or that

is affixed to state property for the purpose of manufacturing or marketing such merchandise, but prohibit Tourism from having exclusive rights to any symbols designed by another state agency, institution or other entity that receives state funding unless the entity agrees to provide Tourism that authority.

b. Provide Tourism the authority to request excess or surplus state personal property (supplies, materials, and equipment) from the Department of Transportation and any state agency through the Department of Administration at no cost if agreed to by the agency from which the property originated. Tourism would also be provided authority to sell the property at a price determined by the Department.

c. Specify that Tourism use one-fourth of revenues from sales of these items by Tourism and one-half of revenue from sales by counties on contract to make grants to the Wisconsin Counties Association for ITBECs.

d. Provide \$33,700 in 1997-98 and \$44,200 in 1998-99 with 1.0 position to establish and administer the program.

<u>Alternative 2(d)</u>	<u>PR</u>
1997-99 FUNDING (Change to Bill)	- \$174,800
1998-99 POSITIONS (Change to Bill)	- 2.00

3. Maintain current law (no authority or funding would be provided).

<u>Alternative 3</u>	<u>PR</u>
1997-99 FUNDING (Change to Bill)	- \$252,700
1998-99 POSITIONS (Change to Bill)	- 3.00

Prepared by: Al Runde

MO# _____	BURKE	Y	N	A
JENSEN	DECKER	Y	N	A
OURADA	GEORGE	Y	N	A
HARSDORF	JAUCH	Y	N	A
ALBERS	WINEKE	Y	N	A
GARD	SHIBILSKI	Y	N	A
KAUFERT	COWLES	Y	N	A
LINTON	PANZER	Y	N	A
COGGS				
	AYE _____ NO _____ ABS _____			

TOURISM

Licensing of State Symbols and Surplus Property (Paper #804)

Motion:

Move to adopt alternatives 2(b) and (d) identified in Legislative Fiscal Bureau budget paper #804. In addition, require that 50% of the revenues generated from the sale of surplus property be used to administer the program and fund tourism promotion activities and 50% of revenues be deposited to the general fund as GPR-earned.

Note:

The motion would provide \$33,700 PR in 1997-98 and \$44,200 PR in 1998-99 with 1.0 position and allow the Department of Tourism to sell state surplus property if agreed upon by the affected state agency.

Revenues from the sales of surplus property are uncertain. However, if the Department is to fill the position provided under the motion, at least \$88,400 would be required on an annual basis. Half of this amount (\$44,200) would be used for the position and the remaining half would be deposited in the general fund.

MO# 1581

JENSEN	Y	N	A
OURADA	Y	N	A
HARSDORF	Y	N	A
ALBERS	Y	N	A
GARD	Y	N	A
KAUFERT	Y	N	A
LINTON	Y	N	A
COGGS	Y	N	A

BURKE	Y	N	A
DECKER	Y	N	A
GEORGE	Y	N	A
JAUCH	Y	N	A
WINEKE	Y	N	A
SHIBILSKI	Y	N	A
COWLES	Y	N	A
PANZER	Y	N	A

Motion #1581

AYE 10 NO 5 ABS 1

To: Joint Committee on Finance

From: Bob Lang, Director
Legislative Fiscal Bureau

ISSUE

Milwaukee Symphony Radio Show (Tourism)

[LFB Summary: Page 581, Item #7]

CURRENT LAW

The Department of Tourism is provided \$7,741,000 GPR in base funding for tourism marketing from which the Department must expend \$125,000 annually to conduct or contract for marketing activities related to sporting activities and events.

GOVERNOR

Require that the Department allocate \$25,000 annually from its GPR tourism marketing appropriation for the media sponsorship of musical events.

DISCUSSION POINTS

Radio Show

1. Department officials indicate that the \$25,000 in funding could be used to obtain promotion and sponsorship credits during the airing of the Milwaukee Symphony broadcast on a Chicago radio station which would be syndicated to approximately 200 affiliates nationwide. The station's syndicated affiliates cover eight to ten of the top 20 media markets in the country. The station broadcasts various metropolitan symphonies from around the country, typically in 13 week segments, once a year. The Milwaukee Symphony segment, which also has Wisconsin-based corporate sponsors, airs from July through September.

2. Tourism officials believe that purchasing sponsorship and advertising associated with the Milwaukee Symphony segment of programming would provide the Department the opportunity to reach potential tourists outside the state's traditional markets. In addition, the station would provide the Department commercial time outside the symphony broadcast to reach additional listeners. However, Department officials indicate that the exact promotion details have not been developed.

3. Proponents argue sponsoring and advertising on the Milwaukee Symphony broadcast is a viable promotion strategy for the state's tourism industry. However, if the Department determines that advertising on, and purchasing promotion and sponsorship credits (for example, "this broadcast is brought to you by the Wisconsin Department of Tourism") for, the Symphony's radio broadcast is a strong promotional opportunity for the state, the Department could purchase the advertising and credits under its current general marketing authority.

4. Unlike the current law provision requiring the Department to expend funds for a specific purpose (sports marketing), the bill would only require Tourism to allocate the funds. Therefore, in the event an agreement related to the radio show does not materialize, the Department could reallocate the funds.

5. Further, it should be noted that while the Governor indicates that the funding would be used to sponsor the Milwaukee Symphony radio show, the bill does not limit the funding to sponsoring that event. Rather, the bill requires that the funding be allocated to sponsor any musical event through any type of media.

Sports Marketing

6. 1995 Act 27 requires the Department to expend at least \$125,000 annually from its tourism marketing appropriation to conduct or contract for marketing activities related to sporting activities related to sporting activities and events. The Department has provided the \$125,000 annually to the Wisconsin Sports Authority to promote sporting events in the state under these provisions. Events sponsored by the Wisconsin Sports Authority include the Badger Hockey Showdown (an annual, four team college hockey tournament at Milwaukee's Bradley Center sponsored in conjunction with the University of Wisconsin) and the "Cheese League" of National Football League training camps.

7. Similar to the proposed requirement related to the Milwaukee Symphony radio show, requiring the Department to spend marketing funds on the promotion or marketing of sporting events in the state could also limit the Department's ability to make the best marketing decisions for the state. Again, if the Department determines that promoting or marketing sporting events in the state is a strong promotional opportunity for the state's tourism industry, the Department could conduct these activities under its general marketing authority.

ALTERNATIVES TO BILL

1. Approve the Governor's recommendation to require the Department of Tourism to allocate \$25,000 GPR annually from its tourism marketing appropriation for the media sponsorship of musical events.

2. Approve the Governor's recommendation, but specify the allocation is for state sponsorship of, and advertising during, media broadcasts of the Milwaukee Symphony.

3. Deny the Governor's recommendation to require the Department of Tourism to allocate \$25,000 GPR annually from its tourism marketing appropriation for the media sponsorship of musical events. Further, delete the current requirement that the Department of Tourism expend at least \$125,000 GPR annually from its tourism marketing appropriation to conduct or contract for marketing activities related to sporting activities and events. (Tourism could conduct these activities as general tourism promotion.)

4. Maintain current law (retain the current requirement that the Department expend at least \$125,000 GPR annually for marketing activities related to sporting activities and events).

Prepared by: Al Runde

MO# AK#2

2 JENSEN	<input checked="" type="checkbox"/>	N	A
OURADA	<input checked="" type="checkbox"/>	N	A
HARSDORF	<input checked="" type="checkbox"/>	N	A
ALBERS	<input checked="" type="checkbox"/>	N	A
GARD	<input checked="" type="checkbox"/>	N	A
KAUFERT	<input checked="" type="checkbox"/>	N	A
LINTON	<input checked="" type="checkbox"/>	N	A
COGGS	<input checked="" type="checkbox"/>	N	A
1 BURKE	<input checked="" type="checkbox"/>	N	A
DECKER	<input checked="" type="checkbox"/>	N	A
GEORGE	<input checked="" type="checkbox"/>	N	<input checked="" type="checkbox"/>
JAUCH	<input checked="" type="checkbox"/>	N	A
WINEKE	<input checked="" type="checkbox"/>	N	A
SHIBILSKI	<input checked="" type="checkbox"/>	N	A
COWLES	<input checked="" type="checkbox"/>	N	A
PANZER	<input checked="" type="checkbox"/>	N	A

AYE 15 NO 0 ABS 1

TOURISM

Film Promotion of Monona Terrace Project

Motion:

Move to require Tourism to expend \$13,500 GPR from its general tourism marketing appropriation for the production of a film to document the construction of the Frank Lloyd Wright Monona Terrace Convention Center.

Note:

The funding would be used to make a one-time grant to the Monona Terrace Film Group with an estimated \$7,500 for the production costs and \$6,000 for Japanese and German translations.

Tourism's is provided \$7,741,000 GPR in base level funding for tourism marketing. Currently, \$125,000 of the funding is required to be expended to conduct or contract for marketing activities related to sporting activities (the funding has been provided to the Wisconsin's Sports Authority in the past)

MO# 1022

JENSEN	<input checked="" type="checkbox"/>	N	A
OURADA	<input checked="" type="checkbox"/>	N	A
HARSDORF	<input checked="" type="checkbox"/>	N	A
ALBERS	<input checked="" type="checkbox"/>	N	A
GARD	<input checked="" type="checkbox"/>	N	A
KAUFERT	<input checked="" type="checkbox"/>	N	A
LINTON	<input checked="" type="checkbox"/>	N	A
COGGS	<input checked="" type="checkbox"/>	N	A

BURKE	<input checked="" type="checkbox"/>	N	A
DECKER	<input checked="" type="checkbox"/>	N	A
GEORGE	<input checked="" type="checkbox"/>	N	<input checked="" type="checkbox"/>
2 JAUCH	<input checked="" type="checkbox"/>	N	A
1 WINEKE	<input checked="" type="checkbox"/>	N	A
SHIBILSKI	<input checked="" type="checkbox"/>	N	A
COWLES	<input checked="" type="checkbox"/>	N	A
PANZER	<input checked="" type="checkbox"/>	N	A

Motion #1022

AYE 14 NO 1 ABS 1

TOURISM AND NATURAL RESOURCES

DNR License Discount for Friends Group Donations

Motion:

Move to ^{allow} require the Departments of Tourism and Natural Resources to develop and implement a plan to reduce the price of annual permits and licenses sold by DNR based on the amount a person donates to nonstock, nonprofit groups organized to raise funds for state parks or state forests (friends groups). Limit the reduction to no more than a \$1 for every \$10 in donations made. Require DNR and Tourism to present the plan to the Joint Committee on Finance for approval through a 14-day passive review process prior to implementation. Require Tourism to develop a marketing plan to promote the sale of these licenses.

Note:

This motion would ^{allow} require DNR and Tourism to develop a plan under which the price of annual licenses sold by DNR (such as parks stickers and small game, deer and fishing licenses) would be reduced based on how much a licensee has donated to a friends group for a state park or forest. At most, the reduction in license price would be 10% of the amount donated. A reduction in the price of hunting and fishing licenses would likely result in a revenue loss to the fish and wildlife account. A reduction in the price of parks stickers would likely result in a revenue loss to the parks account. While the state would likely lose revenue, local friends groups could see an increase in revenue if the lowered prices of licenses results in an increase in donations.

MO# 1021

JENSEN	Y	N	A
OURADA	Y	N	A
HARSDORF	Y	N	A
ALBERS	Y	N	A
GARD	Y	N	A
KAUFERT	Y	N	A
LINTON	Y	N	A
COGGS	Y	N	A

BURKE	Y	N	A
DECKER	Y	N	A
GEORGE	Y	N	A
JAUCH	Y	N	A
WINEKE	Y	N	A
SHIBILSKI	Y	N	A
COWLES	Y	N	A
PANZER	Y	N	A

AYE 3 NO 12 ABS 1

TOURISM

Tourism Promotion Plan

Motion:

Move to require the Department of Tourism to develop a plan to market Wisconsin tourism opportunities to residents of Canada. Require the Department to submit the plan to the Governor and appropriate standing committees of the Legislature by January 1, 1998.

MO# 465

JENSEN	<input checked="" type="checkbox"/>	N	A
OURADA	<input checked="" type="checkbox"/>	N	A
HARSDORF	<input checked="" type="checkbox"/>	N	A
ALBERS	<input checked="" type="checkbox"/>	N	A
GARD	<input checked="" type="checkbox"/>	N	A
KAUFERT	<input checked="" type="checkbox"/>	N	A
LINTON	<input checked="" type="checkbox"/>	N	A
COGGS	<input checked="" type="checkbox"/>	N	A

BURKE	<input checked="" type="checkbox"/>	N	A
DECKER	<input checked="" type="checkbox"/>	N	A
GEORGE	<input checked="" type="checkbox"/>	N	A
JAUCH	<input checked="" type="checkbox"/>	N	A
WINEKE	<input checked="" type="checkbox"/>	N	A
SHIBILSKI	<input checked="" type="checkbox"/>	N	A
COWLES	<input checked="" type="checkbox"/>	N	A
PANZER	<input checked="" type="checkbox"/>	N	A

AYE 14 NO 1 ABS 1

TOURISM

LFB Summary Items for Which No Issue Papers Have Been Prepared

<u>Item #</u>	<u>Title</u>
1	Standard Budget Adjustments
8	Marketing Clearinghouse Activities
9	Consolidate Administrative Services Appropriations